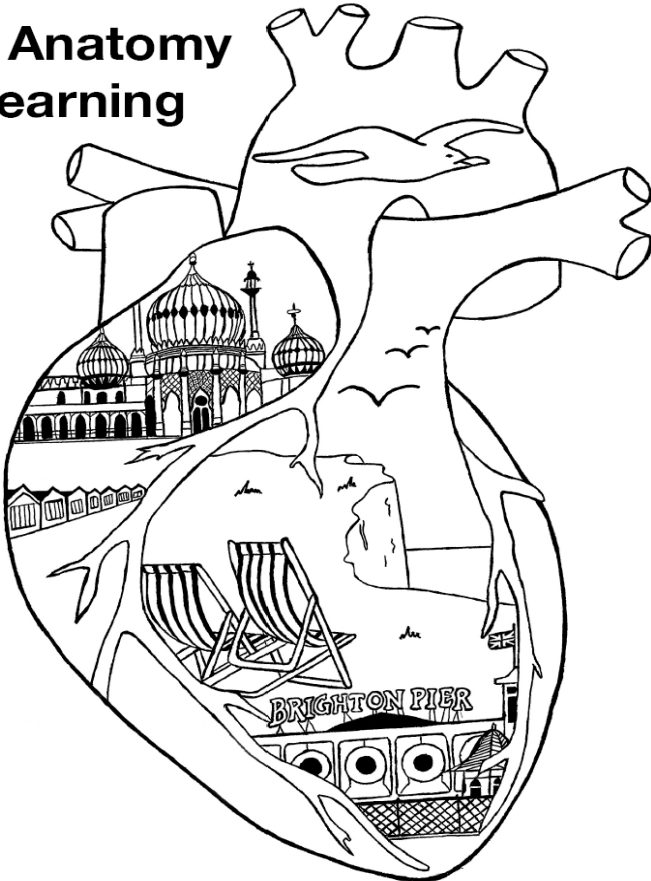


Anatomy of a Tweet Workshop

How to use social media as an academic tool

**The Anatomy
of Learning**



**Hashtag
who??**

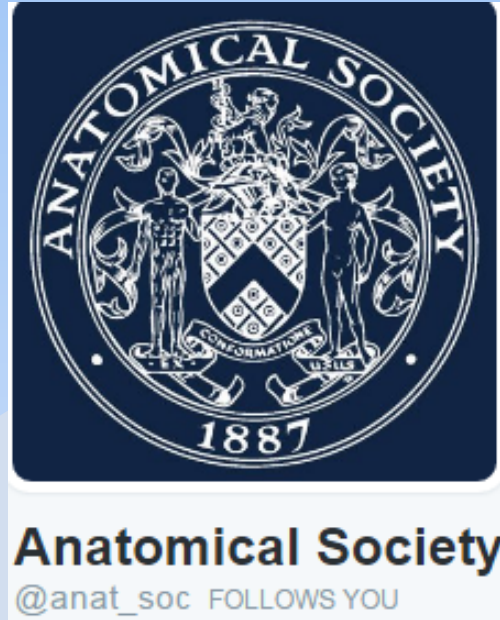
Catherine M. Hennessy: Brighton and Sussex Medical School

Iain D. Keenan: School of Medical Education, Newcastle

Scott Border: Faculty of Medicine, Southampton

The Anatomical Society & British Association of Clinical Anatomists
Joint Summer Meeting
July 2016

Context



Joined Jan
2014



Began March
2006



Joined Aug
2014

Workshop Objectives

New users

To know how to use
Twitter at conferences
including tweeting using
a hashtag

Existing users

To maximise your use of
Twitter/Social Media
for professional and/or
educational purposes

All

To participate in the conference Twitter challenge by
continuing to use Twitter throughout the conference

#anatsocsummer16

Why and how you can use social media as an academic tool

Dr Iain Keenan

Lecturer in Anatomy, Newcastle University [@dr_keenan](#)

Social Media Editor, Anatomical Society [@anat_soc](#)



What are social media?

- Social networking
 - Build profile
 - Connect with other users
 - Specific formats
- Media sharing
 - Photos, videos
- Virtual Learning Environments?



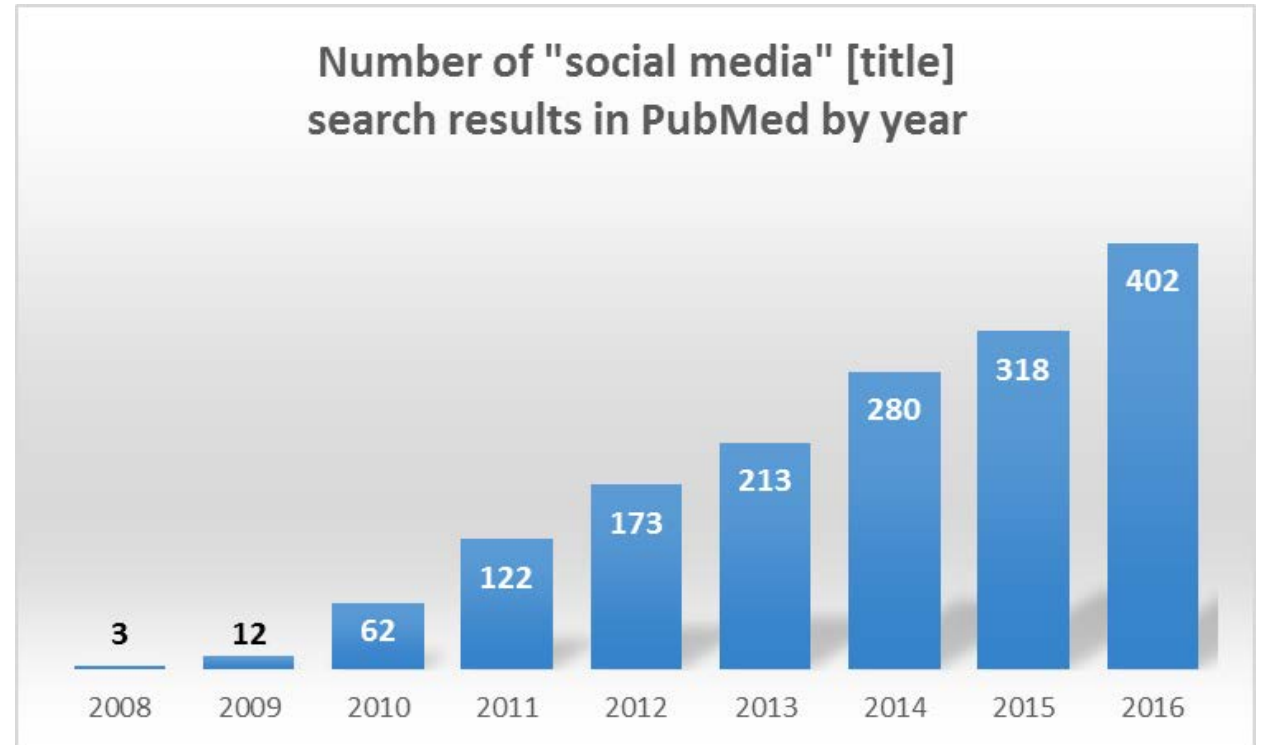
Why use social media?

- Platform used by 2 billion people worldwide to satisfy fundamental social drives:
- To connect with others
- To manage the impression you make on others

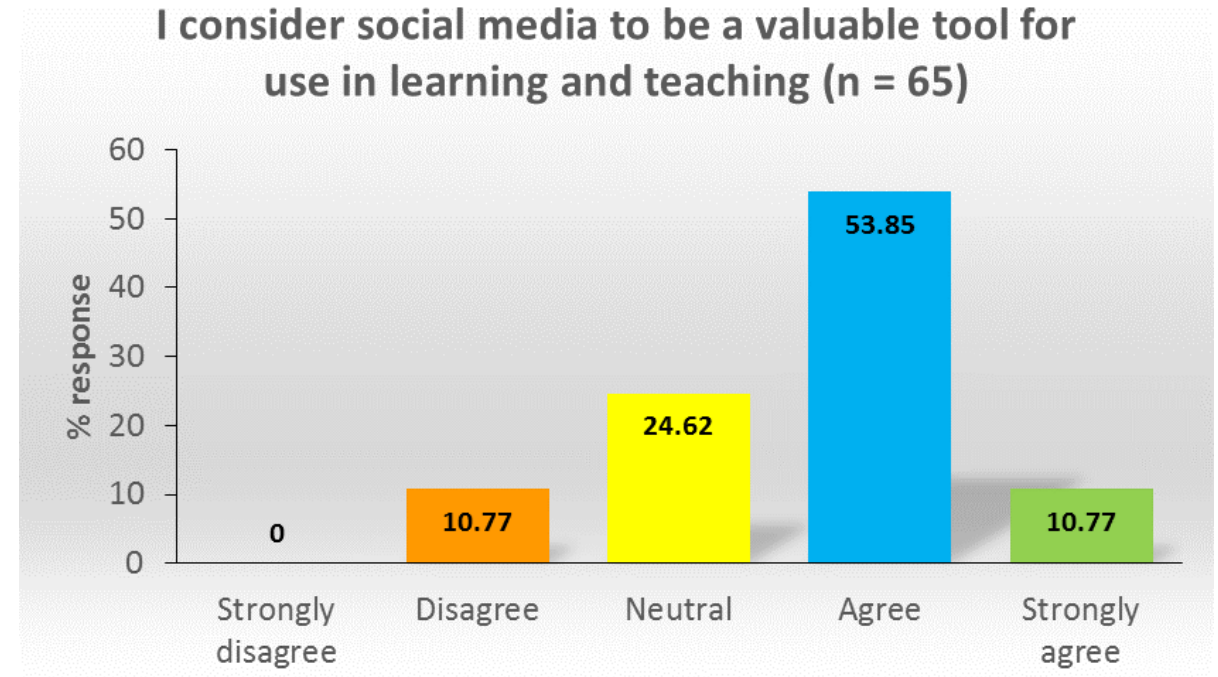
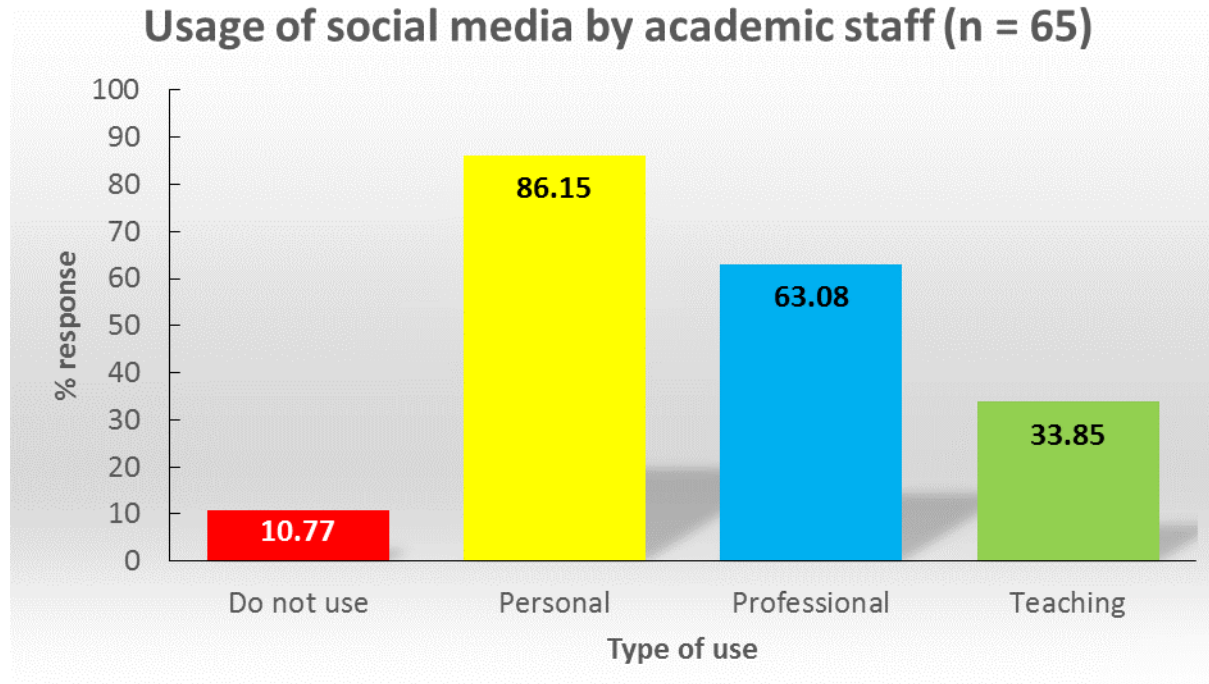


Social media in academia

- Increasing popularity
- >10,000 articles since 1997
- Educational value
- Social learning theory
- Educational neuroscience



Lecturer perspectives

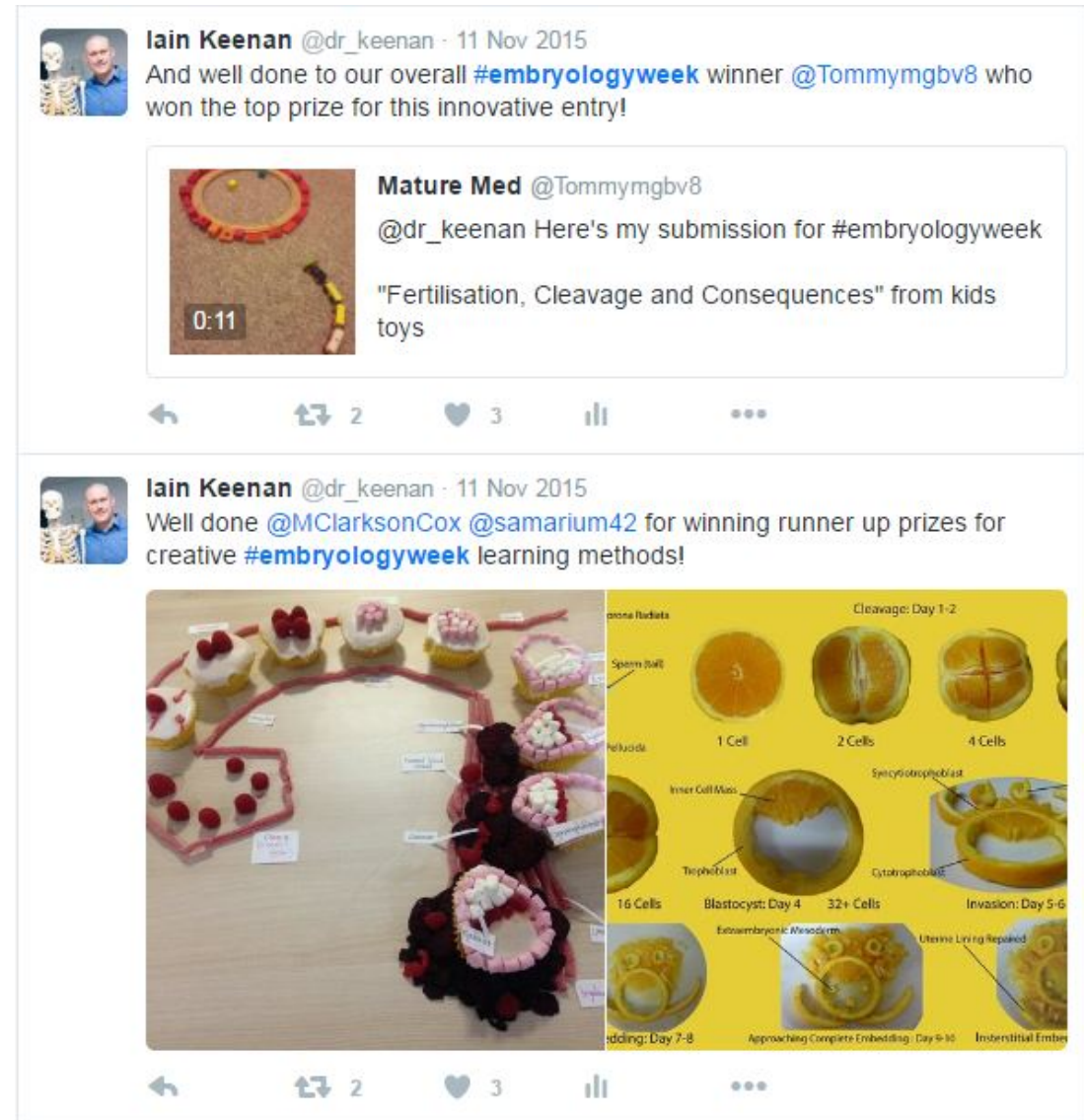


Questionnaire responses collected from delegates at internal, regional (NE) education events

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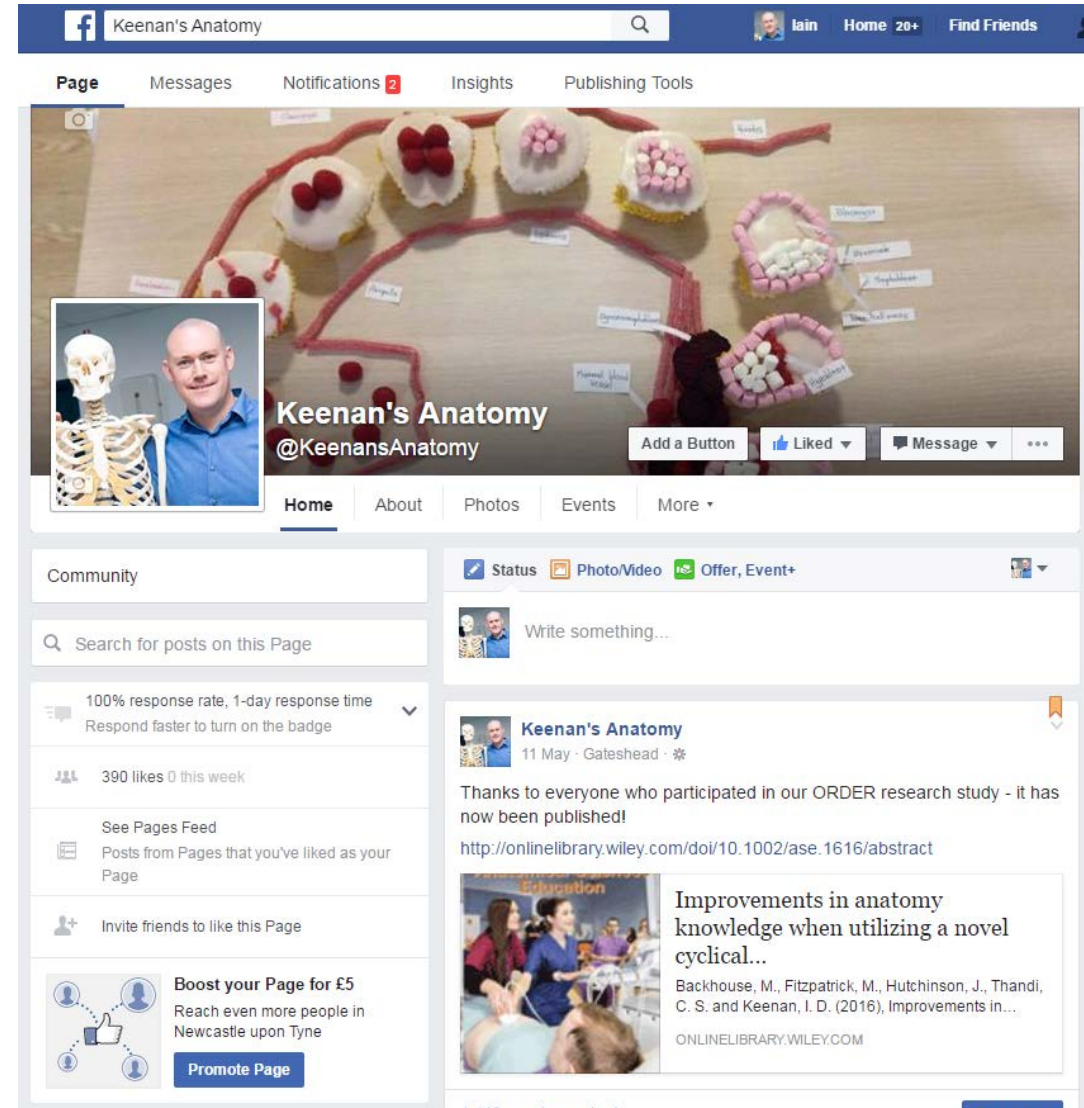
Using social media in teaching - Twitter

- Live tweeting
 - Interactive lectures
 - Polling
- Key points
 - Each unit (module) has a hashtag
 - E.g. #LC1key - Life Cycle 1 module
- Events, competitions
 - #embryologyweek
 - #lowerlimbweek
 - #lunganatomyday



Using social media in teaching - Facebook

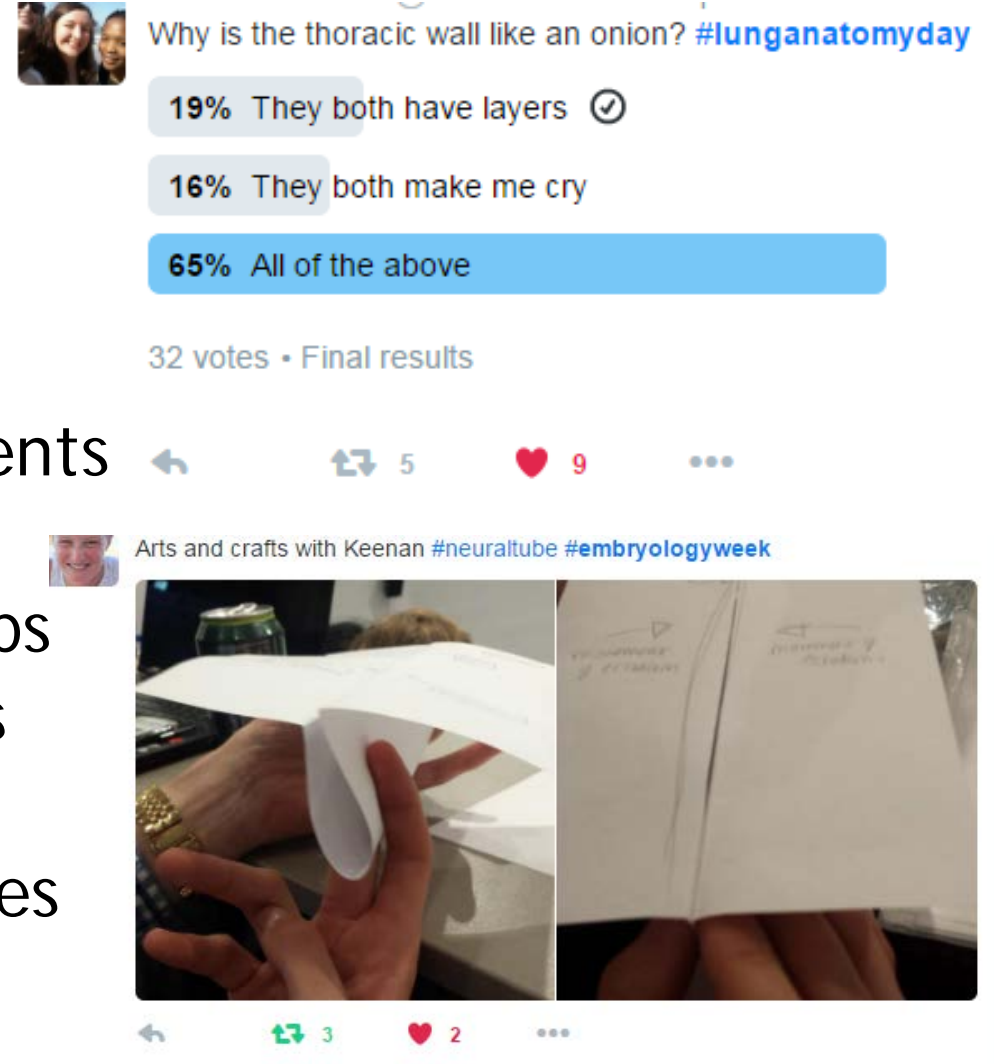
- Alternative to VLE forums
 - Easy login access
 - Easy to use interface
 - Information dissemination
 - Sharing resources
- Alternative to email
 - Student Q&A



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Student use of social media

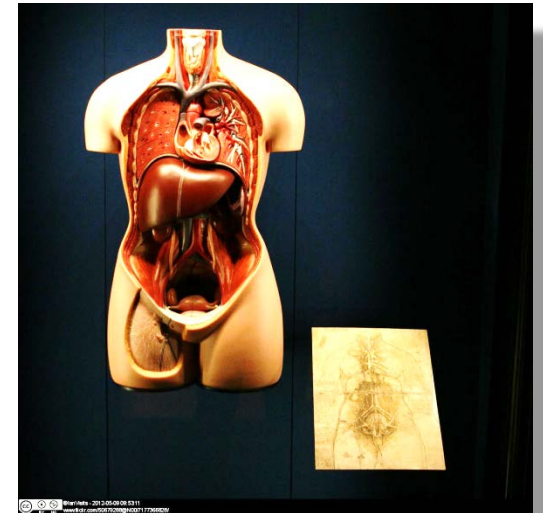
- Positive feedback (formal and informal)
- Teaching Excellence Award
- Pilot study
 - Daily use by 98% medical/biomedical students
 - 33%-50% use for academic purposes
 - Communication within seminar/study groups
 - Appreciate ability to ask lecturer questions
 - Would like links to research/resources
 - Distraction, professionalism, boundary issues



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Social media in anatomy education

- How useful is YouTube in learning heart anatomy?
- Exploring the use of a Facebook page in anatomy education
- Building an open academic environment - a new approach to empowering students in their learning of anatomy through 'Shadow Modules'
- Anatomy education for the YouTube generation
- Social media and anatomy education: Using twitter to enhance the student learning experience in anatomy



Professional use of social media profiles

- Project an entirely professional persona
- Keep it separate from personal accounts
- Keep consistent and professional message
- Consistent across all platforms
- Raise your profile:
 - Follow others
 - Actively post
 - Tweet papers
 - Use hashtags
 - Engage in discussions
 - Interact at conferences



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Social media in career progression

- Promotion applications
- International profile
- Citations
- Engagement
- Collaborations
- Innovative teaching method



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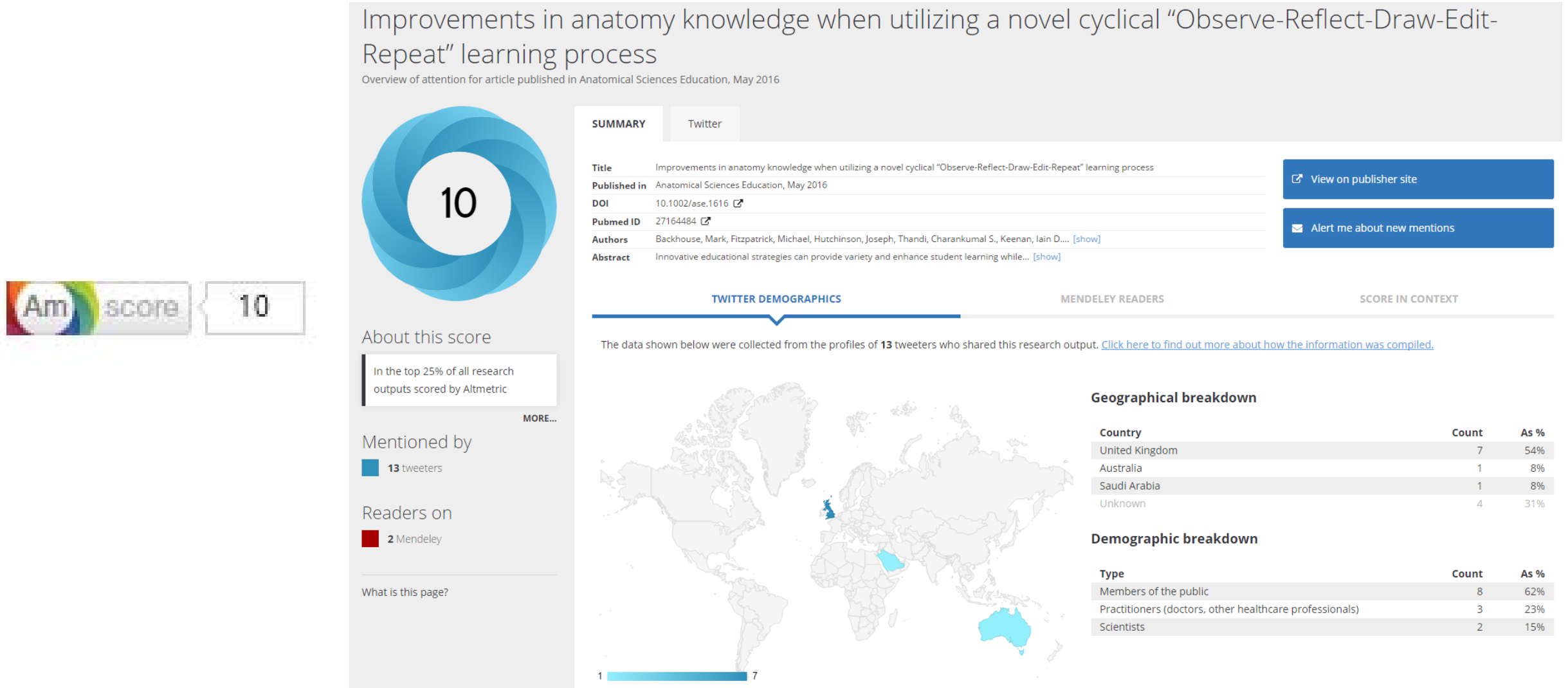
Making an “impression”

- Analytics useful for measuring impact <https://analytics.twitter.com>
- “Impression” is number of people’s feeds in which your tweet appears
- Because they follow you or it has been retweeted by someone they follow
- More followers = more impressions = greater impact



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Publication altmetrics (alternative metrics)



#anatsocsummer16

Event metrics eventhashtag.com/anatsocsummer16

EventHashtag / #anatsocsummer16

Anatomical Society Summer Meeting 2016

[OVERVIEW](#)[POSTS](#)[USERS](#)[PHOTOS](#)[ANALYTICS](#)

Overview of all social media activity tagged #anatsocsummer16. Explore posts and photos from Twitter and Instagram, check out the most active contributors, or deep-dive into Twitter Analytics.

Anatomical Society Summer Meeting 2016


Joint meeting of AS/BACA, Brighton and Sussex Medical School
19th-21st July 2016, taking place from 19 Jul '16 - 21 Jul '16

#anatomy

#happyprepping





[MORE ANALYTICS](#)


Recent posts [Explore all](#)




Anatomical Society
@anat_soc

Looking forward to some sunshine and #anatomy in Brighton! #anatsocsummer16
twitter.com/BACA_Anatomy/s...


 7 Jul 7:25am   




Most active users [Explore all](#)




Anatomical Society
@anat_soc




 [VIEW 6 TWEETS](#)



anat_soc

 [VIEW 1 PHOTOS](#)

Photos [Explore all](#)



[VIEW ALL PHOTOS](#)

#anatsocsummer16

Dissemination

- Send us your news for dissemination!
- Job vacancies, events , etc.

Anatomical society

- Twitter
- Facebook
- LinkedIn
- YouTube
- Instagram
- Storify
- Google+

#anatsocsummer16



Activity 1: Get Tweeting!



New users

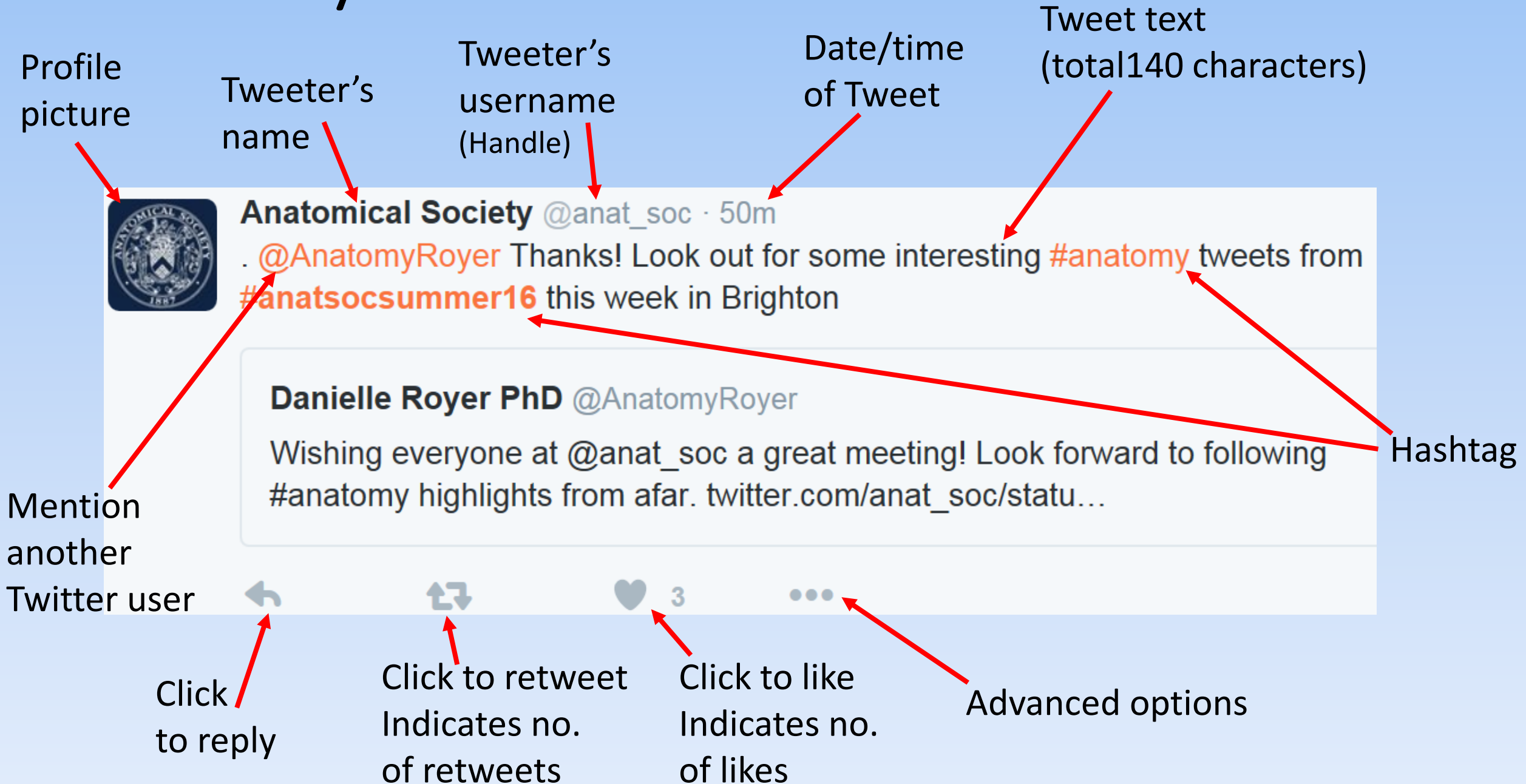
- Set up Twitter account
- Tweet something using the hashtag

Existing users

- Tweet to the hashtag what you would like to get out of this workshop

Conference hashtag = #anatsocsummer16

Anatomy of a Tweet



Using Twitter To Support The Student Learning Experience On An Anatomy Module



Context

Key:

Yellow	Fundamentals of medicine
Pink	Progression into clinical practice
Light Green	Developing clinical practice
Blue	Preparing for independent practice

My Module

- ~250 students
- 8 weeks long
- Assessment = written paper and anatomy practical paper

1

Foundations of Medicine	REVISION EXAMS	Nervous & Locomotor 1	Respiratory, Cardio & Renal 1	REVISION EXAMS
Medicine in Practice 1		Medicine in Practice 1		
SSU1 - Health Improvement		SSU2 - Medical Humanities		

2

Respiratory, Cardio & Renal 2	Nervous & Locomotor 2	REVISION EXAMS	GI	Endocrinology & the Lifecycle	REVISION EXAMS	Research for Medicine & Health
Medicine in Practice 2/HCA placement			Medicine in Practice 2/HCA placement			
Research for Medicine & Health			Research for Medicine & Health			

3

Research Project	CONFERENCE	Medicine & Elderly Care	PMC & Long Term Conditions	Surgery & Orthopaedics	REVISION
		Scientific Basis of Medicine			
		SSU3			

4

Psychiatry	Acute Care	Specialty Weeks	Obs & Gynae/GUM	Child Health	Science into practice	REVISION	
Clinical Ethics & Law							

5

INTRODUCTION	Surgery	PMC	Medicine	REVISION	SJT/REVISION	EXAMS	REVISION/CPR	CLIN SKILLS	OSCE	ACC/ILS	SSU4	Assistantship	Elective
	Personal Professional Development				Personal Professional Development								

Using Twitter on an Anatomy Module

Aims and Objectives

- Enhance the student Learning experience
- Embed a culture of collegiality
- Stimulate a spirit of engagement
- Alleviate fear and anxiety surrounding a difficult module



Demystifying neurology: preventing 'neurophobia' among medical students

Erle CH Lim & Raymond CS Seet

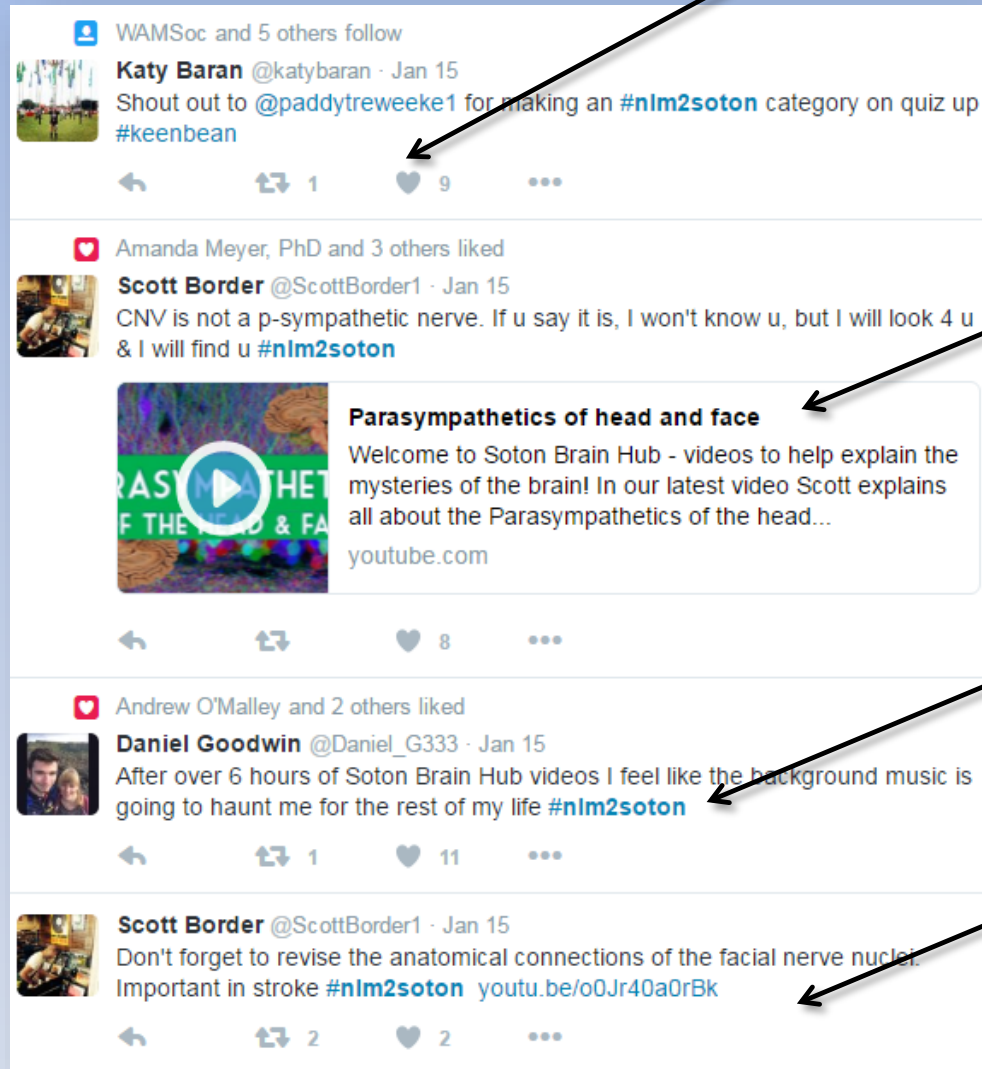
Józefowicz first coined the term 'neurophobia' to describe "a fear of the neural sciences and clinical neurology".¹ This common problem worldwide may result in "paralysis of thinking or action",² with doctors either performing the neurological examination poorly (or not at all), or indiscriminately referring patients even with simple, common neurological conditions to neurologists in order to avoid having to deal with them.

How Can Twitter Help?

- Module is fast paced and information rich - answer queries/questions quickly reaching my whole audience
- Boost morale using “tweets” that are supportive or encouraging
- Break barriers of hierarchy with communication while maintaining professionalism
- Can *attempt* to deal with worries or “catastrophising”
- Sharing learning strategies and links to resources

#NLM2soton Twitter Feed

Student's supporting
student's tweet




Staff linking bespoke
resources which is 'timely'
to learning on module

Humour/wit Light hearted
tweet to cohort

Staff communicating
important/core material
tweet

David Sidebottom @wavesandoceans · Jan 6
The Terrible Beauty of Brain Surgery nyti.ms/1JfyGaF #nlm2soton

 **The Terrible Beauty of Brain Surgery**
A witness in an operating room where the patients are conscious.
nytimes.com

1 2

Scott Border @ScottBorder1 · Jan 6
Keep it going #nlm2soton which artery lies ventral to the pons?

20% Vertebral

80% Basilar

10 votes · Final results

In reply to Rahin

Scott Border @ScottBorder1 · Jan 6
@RahinW #nlm2soton. Oversimplified but in raw form, ICA = ips monocular blindness. ACA = nil. MCA contra HH. PCA contra HH with mac sparing

4

WAMSoc and 5 others follow

Rahin @RahinW · Jan 6
@ScottBorder1 which parts of the visual pathway are affected by the different kinds of stroke? #help #nlm2soton #ashwantsustoknow

Students sharing interesting content with each other

Using the polling feature to quiz student's knowledge

Question by a student answered by staff

Reflections

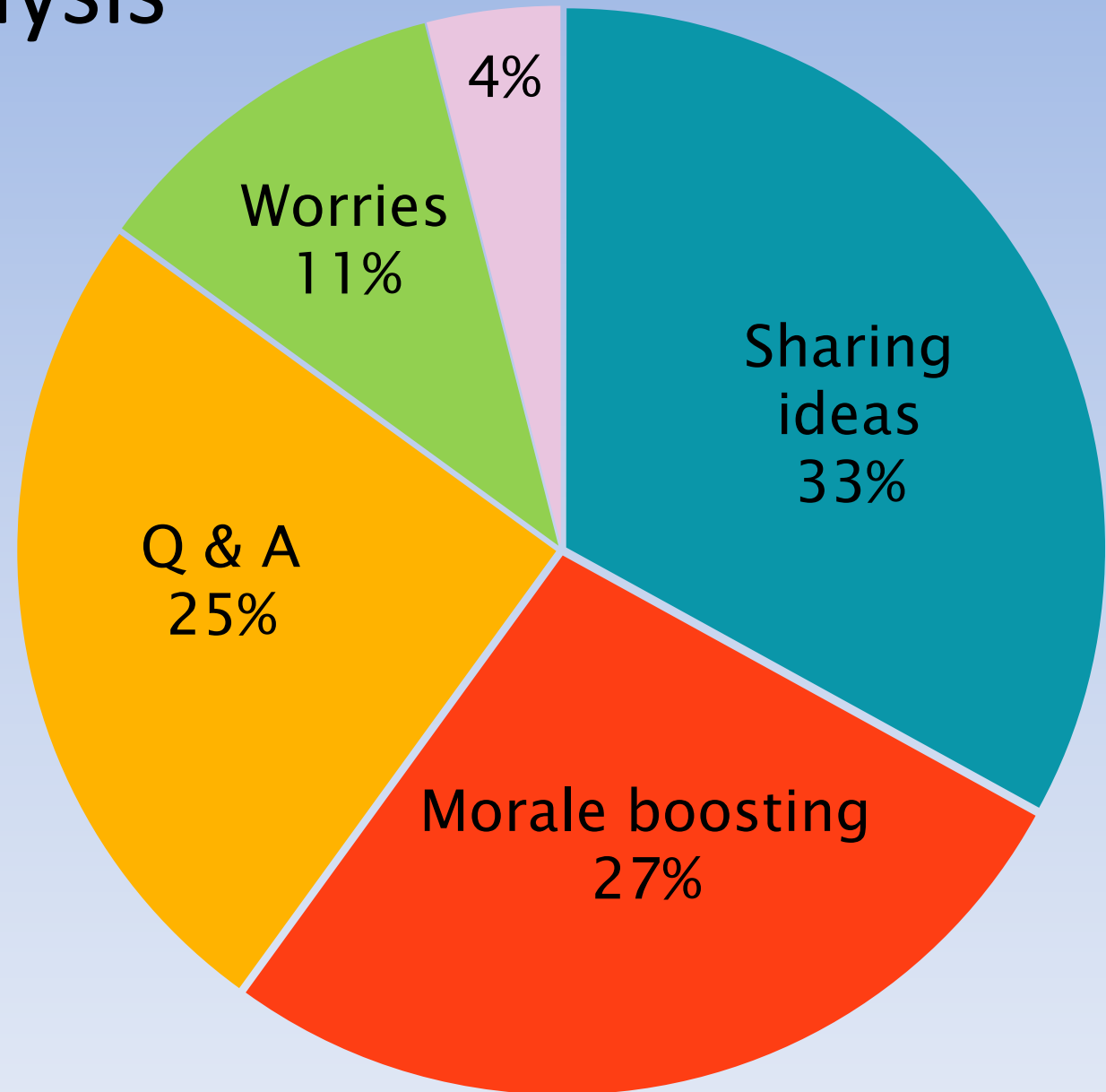
- Student's don't like setting up new accounts (none of us do!)
- It takes time to build momentum – stick with it
- The time spent using Twitter is offset with time spent responding to individual emails
- It unites the cohort in perusing a common goal/purpose



#nlm2soton: A Scholarly Project

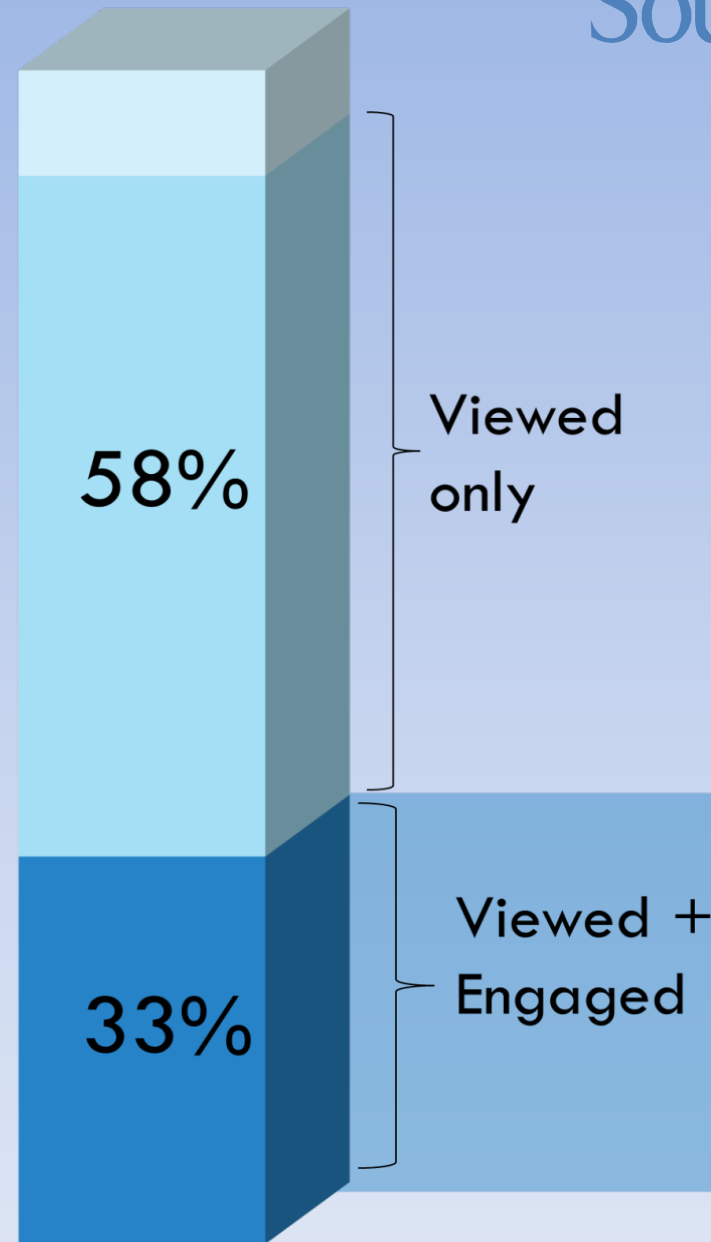
Manual hashtag analysis

Identified 5 common
tweet themes



Questionnaire

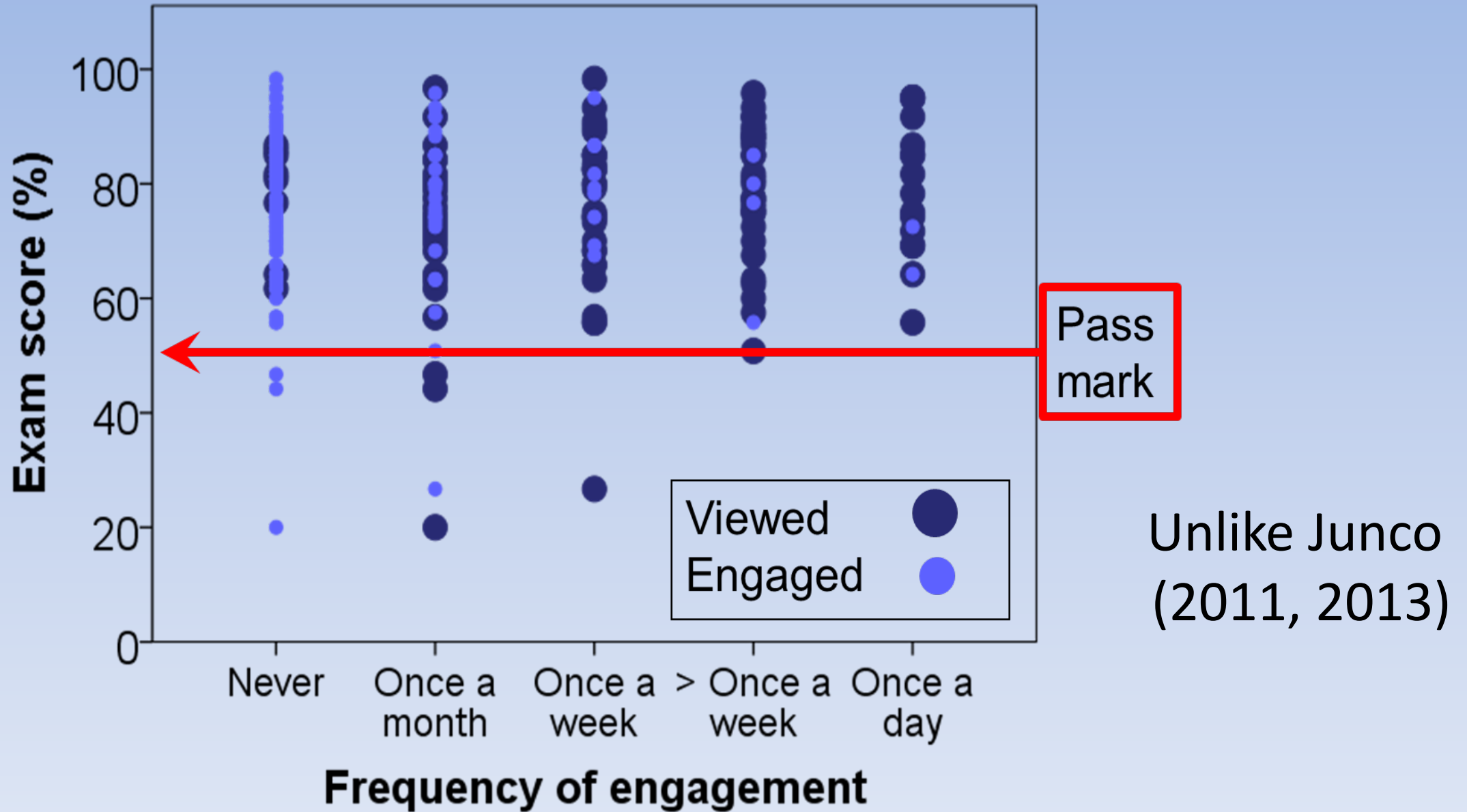
Student behaviour



Response rate = 78%

Similar to
Visitor vs Resident Model
Wright et al (2014)

Frequency of #NLM2soton use vs exam scores



No significant relationship was found with Spearman's correlation coefficient (n=119)

Questionnaire

Student opinion on usefulness

Learning
neuroanatomy
69% agreed

Receiving
feedback
to assist
learning
67% agreed

Easier
communication
with teachers
80% agreed

Building
engagement
75% agreed

Increasing
morale
72% agreed

Focus group

1. Useful for learning &
encouraged student engagement

***“stuff that you hadn’t thought about revising you
could see that others had beenthat reminded you
to revise it”***

Focus group

2. Facilitated communication with lecturers
& useful for receiving feedback

“responses from lecturers...were quick and straight to the point...I found that really useful”

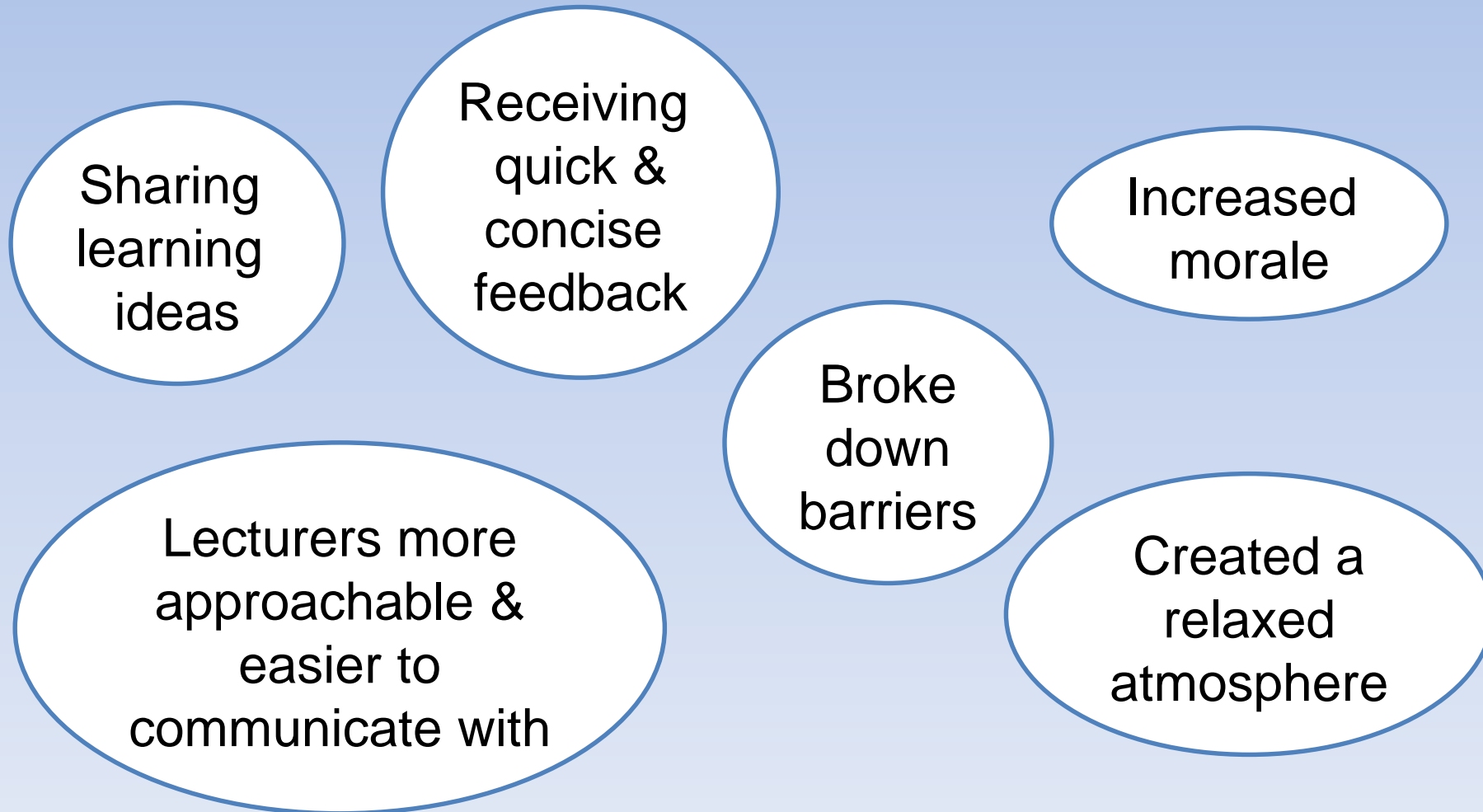
Focus group

3. Built a supportive network & reduced student anxieties

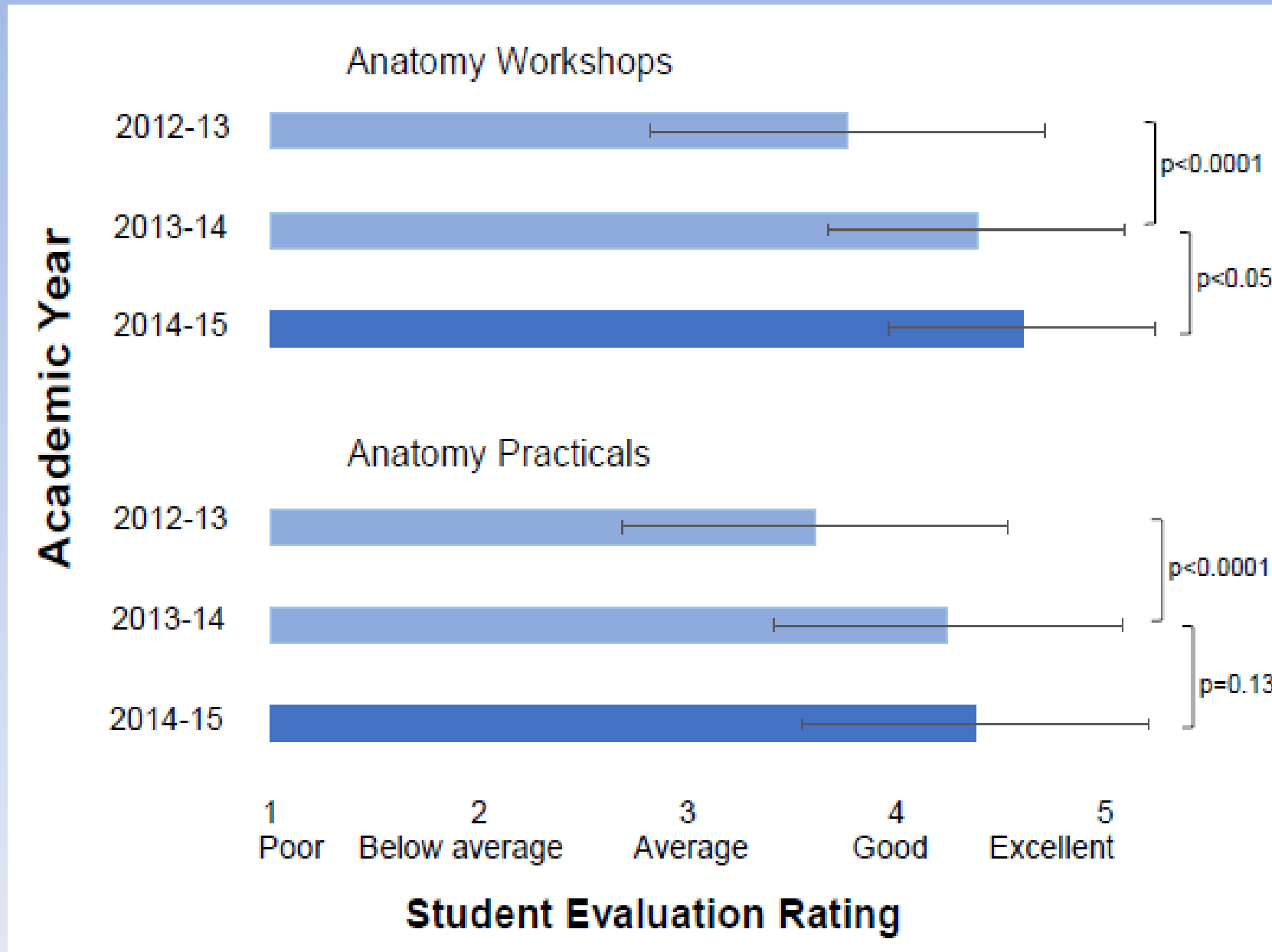
“the barriers it has broken down.....was the module that people most enjoyed during revision and it did become more interesting....there was more interaction which came from Twitter.....it built a strong relationship between us and the NLM2 teachers”

Conclusion

Twitter CAN be used to create a supportive network for learning



Ultimately, Twitter enhanced the student learning experience



Read more.....

RESEARCH REPORT

ASE

Social Media and Anatomy Education: Using Twitter to Enhance the Student Learning Experience in Anatomy

Catherine M. Hennessy,^{1*} Emma Kirkpatrick,² Claire F. Smith,¹ Scott Border³

¹Department of Anatomy, Brighton and Sussex Medical School, University of Sussex, Brighton, United Kingdom

²Southampton Clinical Trials Unit, University of Southampton, Southampton, United Kingdom

³Centre for Learning Anatomical Sciences, Faculty of Medicine, University of Southampton, Southampton, United Kingdom

Latest use at



@BSMSanatomy



BSMSanatomy @BSMSanatomy · Apr 14

Let's kick off with a nice post-tutorial MCQ: **#m104anatomy** In which abdominal quadrant is the sigmoid colon found?

0% Right upper

0% Right lower

93% Left lower



BSMSanatomy @BSMSanatomy · May 24
Nutrients/substances ab
#m104anatomy

0% hepatic vein

91% hepatic portal vein

9% hepatic artery proper

0% coeliac trunk

11 votes • Final results



2



BSMSanatomy @BSMSanatomy · May 24

Which of the following veins drains directly into the inferior vena cava
#m104anatomy

25% Superior mesenteric

25% Inferior mesenteric

40% Right gonadal

10% Left gonadal

20 votes • Final results



1



3



Activity 2: Polling on Twitter

Activity 3: Conference Challenge

6 Tasks

- Find and follow 5 colleagues
- Tweet (again!) using the hashtag
- Tweet a selfie using the hashtag
- Tweet another photo from the conference (don't photograph data!)
- Tweet from an interesting talk (about the talk) using the hashtag
- Tweet about an interesting poster using the hashtag



Conference hashtag = #anatsocsummer16

Any Questions?

@dr_keenan

Iain.Keenan@newcastle.ac.uk

@ScottBorder1

S.Border@soton.ac.uk

@bsmsanatomy

C.Hennessy@bsms.ac.uk